

REGIONAL
Forum
2012 Little Rock

The Peabody Hotel, Little Rock, Ark.
Feb. 2-3, 2012

Welcome to the 2012 Southwestern Regional Forum!

The Southwestern Regional Council and the Local Arrangements Committee are pleased that you have traveled to Little Rock to be one of many who have come together to be part of the education solution our country so urgently needs. Educators from secondary schools and districts are joining their colleagues from community colleges and universities for an engaging program designed to elicit powerful solutions you can apply to your community, your students and your success.

Thanks to member feedback, the Southwestern Regional Forum 2012 will feature dynamic presentations that are specific to your professional focus. There are diverse panel discussions offering a variety of perspectives on key topics. Additionally, we have scheduled opportunities to network, both with peers and cross-sector colleagues. Attendees will learn about new tools to help reach their goals of increasing achievement levels and new ways the K–12 and higher education communities can work together to ensure students' successful transition to college and career.

A teacher and student panel featuring the Gentlemen of Knowledge from Rivercrest High School, in Wilson, Ark., with special moderator Joyce Elliott, will kick off the regional forum. The panel will be followed by keynoter Scott Page, a popular teacher and speaker who will invigorate and inspire. Friday's business meeting will include the naming of the Southwestern Regional award winners, welcoming of new members, and Regional Council recognition.

The College Board is a membership organization that is committed to excellence and equity in education. The Southwestern Regional Forum allows College Board members the opportunity to receive the most current information available on College Board programs and services, to influence the future directions of the College Board and its services, and to build your personal and professional network of collaboration and community. The Regional Council recognizes and appreciates the professional contribution of all program presenters. These individuals have generously contributed their time and expertise.

We hope you have a productive and informative regional forum experience.

Respectfully,

The Southwestern Regional Council

About the College Board

The College Board is a mission-driven not-for-profit organization that connects students to college success and opportunity. Founded in 1900, the College Board was created to expand access to higher education. Today, the membership association is made up of more than 5,900 of the world's leading educational institutions and is dedicated to promoting excellence and equity in education. Each year, the College Board helps more than seven million students prepare for a successful transition to college through programs and services in college readiness and college success — including the SAT® and the Advanced Placement Program®. The organization also serves the education community through research and advocacy on behalf of students, educators and schools.

For further information, visit www.collegeboard.org.

2012 Southwestern Regional Council

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Dear Friends and Colleagues,



Welcome to the 2012 Southwestern Regional Forum, one of the most respected, best attended meetings of education professionals committed to connecting students to college success. This year's forum provides an unmatched opportunity to join friends, colleagues and leaders to help shape the future of education.

Whether you are a first-time attendee or a long-time participant, you'll be able to take advantage of workshops, strategic discussions, shared best practices and the inspirational words of author, researcher and educator Scott Page.

Please add your voice to what promises to be a thought-provoking program of conversation and learning, diligently developed by the regional council and program planning committee. We hope that you will leave the forum feeling enthused, inspired and informed with fresh ideas that will enrich your professional lives.

Since I'll be saying goodbye to the College Board next July, this will be my last round of regional forums. However, after 12 years of leading this outstanding organization, I am confident that our great tradition of annual gatherings will continue without a hitch. Thank you all for taking the time to participate and contributing to this critical effort. In my experience, it's well worth it.

Sincerely,

Gaston



Follow @CB_Forum on Twitter for news and up-to-date information on forum programming and events.

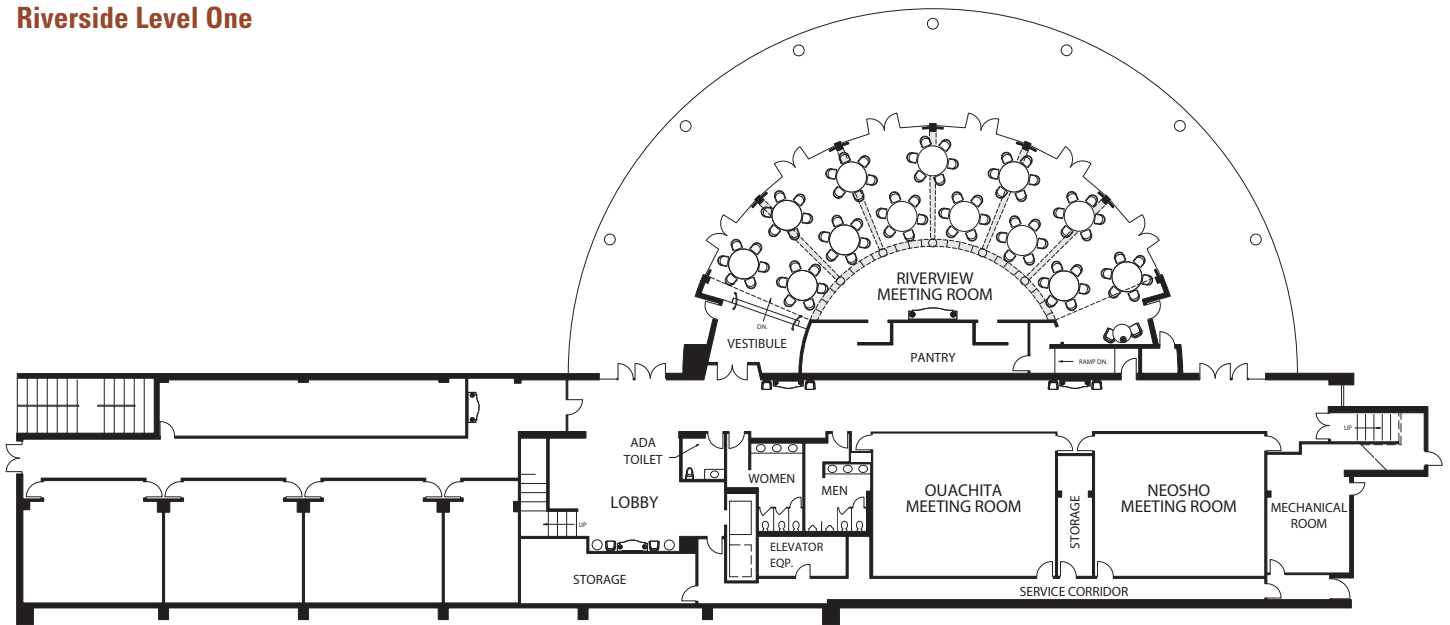
Be a part of the conversation while you're here by tweeting with the hashtag #SWForum.

Find more ways to connect at socialmedia.collegeboard.org.

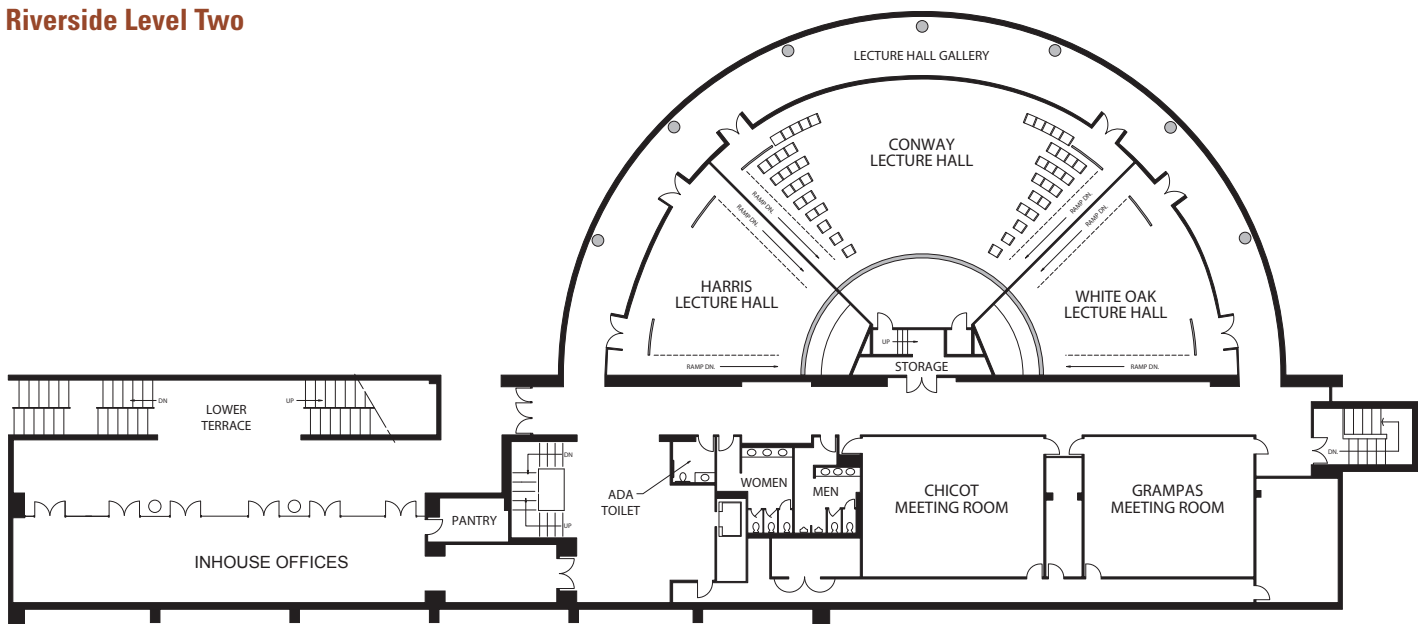
Meeting Rooms
Ballroom Level



Riverside Level One



Riverside Level Two



→ Sessions: Thursday, Feb. 2

Thursday, Feb. 2

7 a.m.–4:30 p.m.

Registration and Resource Center

» Prefunction Balcony

Stop by the Resource Center to meet with representatives from the Southwestern Regional Office as well as representatives from College Board programs and services. Find the latest information and get answers to questions you have about AP®, SAT®, the PSAT/NMSQT®, College Board membership, Net Price Calculator and more.

Student artwork is from Little Rock Central High School and Fayetteville High School. Thank you to AP Student Art Teachers Jason McCann and Jeff Jackson for coordinating this display.

8–8:45 a.m.

Special Welcoming Breakfast for First-Timers

» Salon B

Make your first Southwestern Regional Forum special! The Southwestern Regional Council welcomes first-time attendees with information and insight to enhance the regional forum experience.

8–8:45 a.m.

Setting the Stage Breakfast

» Salon C

Join us for breakfast and conversation with your colleagues.

9–10:15 a.m.

Opening Plenary Session: Gentlemen of Knowledge Student and Educator Panel

» Salon A

Join us to hear from Rivercrest High School educators and students from the Gentlemen of Knowledge group formed in that high school. Trying a new approach to why African American juniors were not performing at the same level as white students, a teacher and coach asked the African American students what the problem was and what could be done to solve it. From this outreach, students provided honest, candid feedback to the adults, and the Gentlemen of Knowledge group was born. The Gentlemen began doing what their teachers could not: inspire themselves and their classmates peer to peer to do their best in school and in life. They became a highly visible influence on campus. The result? One year later, 48 percent of African American juniors scored at least proficient — a 17-point increase.

10:30–11:45 a.m.

A1. Building a Strong AP® Program via a Structured Teacher Support System

» Manning

As an AP program grows in both middle and high school, what specific steps has your district taken to support Pre-AP® and AP teachers? This session will focus on how a district supports its AP program teachers through an AP Mentor Program, strategically planned professional development, and other initiatives that help develop and maintain teachers in the Pre-AP and AP classrooms.

Presenter(s): Esti Arriaga, AP/IB School Improvement Officer, Houston Independent School District; Nichole Kasmani, AP/IB Specialist, Houston Independent School District

A2. Paradigm Shift: Changes in Higher Education Policy

» Neosho

As states struggle to balance budgets, institutions of higher education are often left with decreased state appropriations. Meanwhile, the demands, needs and interests of students are increasing. Along with all of these challenges, the expectations we have of higher education institutions have changed dramatically, and the need for proactive

advocacy has increased significantly. Join us as state and higher education officials discuss the policy shifts happening in higher education and how these shifts affect you. Participants develop strategies for advocating for change at the local and state levels to achieve desired results.

Panelists: State and Higher Education Officials

Moderator: Michelle Arnold, Director, State Government Relations, Southwestern Region, The College Board

A3. Partnerships to Recruit and Retain Diverse Students into STEM Fields

» Grampas

At the University of Arkansas (UA), the Honors College and the College of Engineering have been highly praised by the UA administration, National Science Foundation reviewers, accreditation boards and professional organizations for successfully creating a synergistic partnership. This partnership recruits and retains a larger and more diverse cohort of high-ability students while saving money, increasing faculty buy-in and participation, and improving the quality of the incoming science, technology, engineering and mathematics (STEM) students. This presentation explains the partnership benefits and methods used to attain the increases and accolades received. It also highlights a model program, the Engineering Career Awareness Program, which has drastically enlarged the recruitment and retention of underrepresented minority students with financial need in engineering. Data are presented that show the success, including the increasing trends in diversity, quality and number of high-ability students.

Presenter(s): Bryan Hill, Assistant Dean, College of Engineering, University of Arkansas; Carol S. Gattis, Associate Dean of the Honors College, University of Arkansas

A4. Practices to Improve Your AP Program

» Conway

The best practices of successful AP programs are shared by three principals from Arkansas who are part of campus-level programs that started an AP program (Rogers Heritage High School), received national recognition as a Blue Ribbon School (Bentonville High School); and received state and national recognition for AP Scholars (Fayetteville High School). Presentation focuses on initiatives for recognizing student achievement, involving AP teachers in growing an AP program, creating parent-oriented programs, and seeking new ways to increase enrollment in AP.

Presenter(s): John S. Jacoby, Principal, Fayetteville High School; Kim Garrett, Principal, Bentonville High School; Karen Steen, Principal, Heritage High School

A5. Rethinking Remediation: Proactive Intervention Strategies and Solutions

» Ouachita

Approximately four out of 10 students in postsecondary education require at least one remedial course (NCES, 2011) at an estimated cost of \$2 billion annually (ECS, 2010). Policymakers and P-20 practitioners everywhere continue to seek out policy and programmatic solutions to this costly and challenging obstacle for many students to realize college completion. This panel presentation will present the latest on this pressing and widespread issue, with specific focus on a new targeted model of assessing and remediating key skills necessary for success in postsecondary education. Join us as we explore and dialogue about these, as well as other, potential strategies and solutions.

Panelists: **Joseph Kulhanek**, Director, P-20 Programs, Office of P-20 Initiatives, The University of Texas at San Antonio; **Sharon Blackman**, Senior Associate Vice Chancellor, Educational Affairs Chief Workforce and Retention Office, Dallas County Community College District

Moderator: **Chantel Reynolds**, Senior Assessment Manager, The College Board

A6. Small Investment, Big Payoff: Three Keys to a Cost-Effective College Persistence Program

» White Oak

College Forward launched our College Persistence Program in 2005, when our first 27 high school students made the transition to college. Seven years later, we are serving more than 1,100 students at 85 colleges across the country and will celebrate our 40th graduation this spring. Three factors have played the most important roles in our success: Facebook, AmeriCorps and our own clients, who are willing to give back by mentoring others. Come learn how College Forward organizes these inexpensive resources into an annual program of virtual academic advising, financial aid counseling, peer leadership and career development — all at a cost of less than \$500 per student each year. With an 82 percent persistence rate, we are proving that personal attention can overcome geographic distance, ensuring that a diverse group of low-income and first-generation students can confidently navigate the many unforeseen hurdles on the path to a bachelor's degree.

Presenter(s): **Austin Buchan**, College Persistence Program Manager, College Forward, Austin, Texas

A7. Thinking STEM? Start Early!

» Harris Brake

To engage students and teachers in the exciting science, technology, engineering and mathematics (STEM) disciplines, start early. As a precursor to Pre-AP science, the Project STEM Starters model implements a rigorous science curriculum in grades 2-5 and utilizes an innovative science coaching model. STEM Starters has been especially effective in producing gains in student and teacher science content knowledge and process skills. Developed through federal funding, STEM Starters has documented the effects of sustained and targeted professional development that is focused on improving content-specific science instruction and differentiated for learners in the elementary classroom. In light of the concerns about elementary teachers' lack of science content knowledge and the failure of sporadic, low-intensity professional development, the effects documented by the content-specific, coaching-based STEM Starters model are noteworthy. Given the importance placed on the STEM disciplines and calls from policymakers to build a pipeline for science and mathematics talent, STEM Starters is a timely catalyst for developing opportunities for elementary teachers and their students.

Presenter(s): **Alicia Cotabish**, Associate Director, University of Arkansas at Little Rock-Jodie Mahony Center for Gifted Education; **Ann Robinson**, Director, University of Arkansas at Little Rock-Jodie Mahony Center for Gifted Education

A8. Educational Experience of Young Men of Color

» Hoffman

It is becoming increasingly clear that boys, and particularly boys of color, are falling behind in education attainment. Yet, if President Obama's goal of making the United States #1 in degree completion by 2020 is to be achieved, then we will need to ensure that larger percentages of our students succeed. This session will outline the challenges facing young men of color, including low high school graduation rates, low college enrollment rates and high incarceration rates. We will also show how and why many of these students are succeeding.

Presenter(s): **Victor Saenz**, Professor, University of Texas at Austin; **John Lee**, Policy Director, The College Board; **Ron Williams**, Vice President, The College Board

Noon-1:30 p.m.

Luncheon with Keynote Speaker Scott Page

» Salon B



Scott Page is a popular teacher and speaker who studies how social, political and economic systems work. He has published articles on an unusually wide range of topics, from public good provision, electoral competition,

segregation, and city formation to culture, standing ovations, chain stores, exurban sprawl, and the benefits of diversity.

Page researches how diversity improves performance and decision making, when "diversity" means not what we look like on the outside but rather what we look like within: the tools and abilities that make each of us unique. Scott argues that groups of intelligent people who are inwardly diverse — with different perspectives, mindsets and ways of solving problems — can make more accurate predictions and solve problems more effectively than groups of "experts."

Page is director of the Center for the Study of Complex Systems at the University of Michigan, where he serves as Leonid Hurwicz Collegiate Professor of Complex Systems, Economics and Political Science. He is also on the external faculty of the Santa Fe Institute, a research center dedicated to using complexity science to solve human problems, and he consults with corporations and nonprofits on market performance and organizational performance.



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Be a part of the conversation while you're here by tweeting with the hashtag #SWForum.

1:45–3 p.m.

Assembly Meeting and Attendee Forum

» Salon A

Connect with other College Board members, chief executive officers and delegates for a directed discussion of key issues in education: the economically disadvantaged, the academically unprepared, demographic shifts, access to higher education, the future of academic preparation and more. During the joint assembly meeting, all delegates are encouraged to raise issues for national council consideration throughout 2012-13.

Annual Meeting of the Academic Assembly

The Academic Assembly offers a forum for members to discuss issues and actions related to providing educational opportunities for all students. The assembly promotes educational excellence and equity through the articulation and elaboration of academic standards, as well as standards for the delivery of curriculum and instruction horizontally across the disciplines and vertically across the education continuum. It is a setting to address topics on curriculum, articulation, assessment, school governance structures and sustained professional development.

National Assembly Representative:
Deborah A. George, Director of Gifted/Advanced Academics, Irving Independent School District

YouCanGo!™

Hear from real students on how they made it happen!

<http://youcango.collegeboard.org/>

Annual Meeting of the Guidance and Admission Assembly

The Guidance and Admission Assembly (GAA) provides a forum for members to discuss issues and actions related to supplying educational opportunities for all students at crucial transition points in their lives. The assembly identifies and responds to the needs of its members as they work, individually and collectively, to encourage students and families to keep options open and to offer opportunities for student access and success. It presents opportunities for members to engage in dialogue and make their recommendations known to the GAA Council, to the Board of Trustees and to the members of the College Board. The assembly addresses issues related to professional ethics and educational standards, and it provides advice on College Board programs and services related to such functions as early awareness, precollege planning, assessment, admission and retention.

National Assembly Representative:
Nan Davis, Vice President for Institutional Enrollment, Austin College

Annual Meeting of the College Scholarship Service Assembly

The College Scholarship Service Assembly (CSSA) provides a forum for members to discuss policies, practices and procedures designed to help students and families prepare to meet the costs of postsecondary education. The CSSA articulates the ideals and principles that should animate the administration of student financial aid. It promotes the sharing of information and ideas among secondary schools and school systems, postsecondary institutions, and public and private agencies that are involved in helping students and families learn about, apply for and obtain financial aid.

National Assembly Representative:
Stephanie J. Anderson, Assistant Vice President for Enrollment and Director of Admissions, Texas State University–San Marcos

3:15–4:30 p.m.

B1. Data, Data Everywhere — But Not a Drop to Drink!

» Manning

Regression, factor analysis, chi square analysis, ANOVA — if your eyes are drifting elsewhere, stop. This is the presentation for you. As enrollment managers, we are inundated with data all the time. But for many of us, especially those of us lacking a statistical background, it can be difficult — often overwhelming — to know what to do with the institutional and College Board data available to us. Using real-world scenarios including sample statistical output, discover strategies to leverage your data, practical and approachable analyses even for neophytes, and sample programs to take back to your technical team.

Presenter(s): **Jeremy D. Dickerson**, Assistant Dean of Admission, University of Arkansas

B2. Education Pays: Getting Out the Message Early and Often

» Hoffman

For most students who go to college, the increase in their lifetime earnings far outweighs the costs of their education. That's a powerful argument for college. But more income is by no means the only positive outcome students can expect. More security, better health, closer family, stronger community — these, in addition to greater wealth, are the real value of a college education. The College Board Advocacy & Policy Center's Five Ways Ed Pays campaign gives you the tools to help students and their families explore all of the benefits of going to college. Five Ways Ed Pays began its nationwide pilot in Houston ISD, the largest school district in Texas in May 2011. This session will include information on the College Board's collaboration with Houston ISD. Attendees will walk away with information on how to hit the ground running with a Five Ways Ed Pays campaign in their district.

Presenter(s): **Nefertari Mundy**, Manager, Secondary Counseling, Houston Independent School District; **Jill Schott**, Senior Educational Manager, K–12, Southwestern Region, The College Board; **Annika Many**, Five Ways Ed Pays Project Manager, The College Board

B3. Getting ReadStep™ to the Front Lines

» Ouachita

In Leander Independent School District (LISD), we give ReadStep™ to all of our eighth-graders in the fall and have worked to create an atmosphere of awareness, stressing the importance of ReadStep for all students. We have created a process and philosophy and are able to provide a clear plan of action when we say, "This is how we do ReadStep in LISD." Communicating with our faculty, staff and parents that ReadStep is a test for all students, we provide information and support through various forums to our students, encouraging them to do their best. In this session, we provide insight into the process we use to involve our teachers — especially those in English and mathematics — in developing both awareness and a better comprehension of ReadStep after the results arrive. Participants leave with an understanding of how LISD uses ReadStep to inform instruction and improve academic behaviors necessary for college and career readiness.

Presenter(s): Lisa Brittain, Director, College and Career Readiness, Leander Independent School District

B4. Identifying and Fostering Rigorous Instruction in the Classroom

» Harris Brake

In this interactive session, participants will develop a clear definition of rigorous instruction and leave with the ability to identify and foster that instruction in their classrooms. Participants will begin by establishing a case for rigor using prior knowledge, educational experiences and current research. Through personal reflection and group discussion, individuals will begin to develop their own vision of rigorous instruction and compare/contrast that vision against research-based definitions from the field. Participants will then identify elements of rigorous instruction within four areas known to improve student achievement. The group will have an opportunity to examine those elements within a SpringBoard® lesson and then analyze SpringBoard as a model for rigorous instruction. By the end of the session, participants will be able to synthesize their experiences into a leadership vision of rigorous instruction, take away tools for identifying that instruction in the classroom and have a firm understanding of what it takes to create a culture of college readiness for all students.

Presenter(s): Robert Sheffield, Senior Director, SpringBoard Implementation; Ana Shapiro, Former Principal, Lincoln High School, San Diego Unified School District (SpringBoard Coach)

B5. Problems and Projects: APUSH and Pre-AP® English Team Teaching

» Grampas

This session focuses on co-teaching strategies for APUSH and American Literature by teachers in a historically successful AP program. Presenters will discuss coordinated units (combining literature and history), research practices, writing prompts (for formal and informal writing), organizational skills, test-taking skills, writing activities and problem-based learning experiences. Specific skills addressed will be writing identifications, essay writing, (thesis statements, FREPA, use of PERMITS, technology uses, etc.), as well as integrating technology in the AP classroom. The session is appropriate for anyone interested in interdisciplinary strategies and skills that can be "double teamed" to help students succeed on the AP Exam. Presenters will address developing and initiating an effective basis for a high school AP program. Participants will practice activities and have specific activities to take back to their classrooms.

Presenter(s): Rita S. Caver, Teacher, Fayetteville High School; Erin Johnson, Pre-AP English Teacher, Fayetteville High School

B6. The School Counselor: Broker of Services in the Own the Turf Community

» Conway

College and career readiness for all students, especially underserved student populations, is a community responsibility. As a broker of services, school counselors must develop and mobilize an Own the Turf collaborative community. It should include educators, business and civic leaders, community organizers, policymakers and legislators, students, families and supporters. The community needs to build student and family social capital and the college knowledge needed for all students to graduate from high school college and career ready. Participants examine best practices for working with a collaborative community to Own the Turf using NOSCA's Eight Components of College and Career Readiness Counseling.

Presenter(s): Jennifer Dunn, Director, School Counseling, Advocacy, The College Board; April Bell, Associate Director, School Counseling, Advocacy, The College Board

B7. Problem-Based Learning and AP: A Natural Match

» White Oak

Motivate your students by engaging them in a problem-based learning (PBL) model of instruction. PBL simultaneously develops both problem-solving strategies and disciplinary knowledge and skills by placing students in the active role of problem solvers confronted with complex, challenging problems that mirror real-world problems. This session will explore the nature of PBL and offer suggestions on ways to incorporate this instructional strategy into your AP and Pre-AP courses.

Presenter(s): Jaime Rollans, Teacher, W.D. Mills University Studies High School

5–6:30 p.m.

Reception/Social

» Salon C

Join together with your colleagues for an evening reception of drinks and hors d'oeuvres with a healthy sprinkling of networking, socializing and entertainment.

The evening will feature Fayetteville High School's A Cappella Choir, directed by Dawnelle Fincher. The choir will open the social by performing their latest slate of award-winning songs.



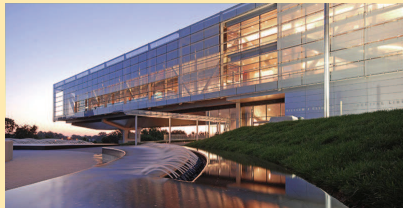
Highlighting the evening will be a special presentation to Arkansas Gov. Mike Beebe who will be honored with an award celebrating his commitment to educational excellence, college readiness and equity and access in the classroom.

The A Cappella Choir will then round out the presentation with another set of award-winning songs.

→ Sessions: Thursday, Feb. 2 – Friday, Feb. 3

6–9 p.m.

Clinton Library Tour



The University of Arkansas is sponsoring the evening opening of the William J. Clinton Presidential Center with donations from the Honors College, the J. William Fulbright College of Arts and Sciences, and the Sam M. Walton College of Business. The Clinton Presidential Library and Museum features exhibits, special events and educational programs, including replicas of the Oval Office and the Cabinet Room. Permanent exhibits utilize documents, photographs, videos and interactive stations. A timeline and alcoves highlight domestic and foreign policy as well as life in the White House.

several groups: gender, ethnicity and socioeconomic status. College remediation rates were also analyzed for each group, those with AP and without AP experience. Come learn more about this study.

Presenter(s): **Tommie Sue Anthony**, President, Arkansas Advanced Initiative for Math and Science; **Neal Gibson**, Director, Arkansas Research Center

mathematics classes. The important learning outcomes include how to start and build elective classes and teams as well as incorporate college test-prep practice effectively into core classes.

Presenter(s): **Sandy Mattox**, English Department, Flower Mound High School

C2. AP Credit and Nationally Competitive Awards

» White Oak

Suzanne McCray and Elizabeth Vardaman were founding members of the National Association of Fellowships Advisors. The organization now has more than 600 institutional members, which includes colleges across the spectrum: large and small, public and private, as well as research and liberal arts. The one concern that all the institutions have in common is a desire to assist students as they apply for nationally competitive scholarships and graduate, law and medical school programs. The Advanced Placement Program® (AP) is a key part of helping students become competitive. The panelists provide data indicating that students who bring AP credit with them to college often have a richer and more varied undergraduate experience. These students have more time to study abroad, conduct research, engage in internships and give back to the community. Such experience expands their worldview, develops their résumés, makes them more confident during interviews and consequently more competitive at the national level.

Presenter(s): **Suzanne McCray**, Vice Provost for Enrollment and Director, Office of Nationally Competitive Awards, University of Arkansas; **Betsy Vardaman**, Associate Dean, College of Arts and Sciences, Baylor University

C4. Grant Writing 101: How to Write a Winning Grant Proposal

» Chicot

With the need to develop more funding streams to promote school programs, the ability to write and submit successful federal grants has become a more essential asset for local education agencies. This session will break down the general format of federal grants, suggest meaningful ways to develop compelling arguments, and avoid common pitfalls of nonwinning grants. How to establish a strong need for a project, quality of project services, personnel, and management plans, and how to develop clear management plans appropriate to a grant will be major highlights of the discussion.

Presenter(s): **James K. Lindsay**, Director State and District Strategy and Outreach, The College Board, Texas; **Lynn Fell**, Senior State and District Response Writer, The College Board, Georgia

C5. Government Relations Update — State of the States

» Manning

Join this session to learn more about how recent legislative changes impact you. You will also learn about the current political and legislative landscape across the region. Discover the role of the College Board in these efforts and how you can participate and become involved.

Panelists: **State Officials**

Moderator: **Michelle Arnold**, Director, State Government Relations, Southwestern Region, The College Board

C6. Tips from Private University Admission Officers

» Harris Brake

This session explores key issues surrounding the admission process at selective private universities. Presenters offer advice and valuable insights for counselors on a variety of timely admission topics, including selectivity, standardized test scores, letters of recommendation, campus and alumni interviews, high school ranking and grading systems, and holistic review.

Presenter(s): **Karen Foust**, Vice President for Enrollment and Dean of Admission and Financial Aid, Hendrix College; **Wes K. Waggoner**, Dean of Undergraduate Admissions, Southern Methodist University

Friday, Feb. 3, 2012

7 a.m.–3 p.m.

Registration and Resource Center

» Prefunction Balcony

7:15–8:15 a.m.

Continental Breakfast Investing in Education: Your Voice Through Membership

Coffee sponsored by University of Arkansas Honors College

» Salon C

8:30–9:45 a.m.

C1. AP and College Outcomes

» Conway

Does taking AP, or scoring a 3 or higher on an AP Exam, affect college grade points or hours acquired? This session presents a study conducted of the 2009 Arkansas college freshman class. The class was studied to determine if AP had influenced freshman-year performance. The findings indicate that AP makes a difference in college performance across

C3. Building PSAT/NMSQT® and SAT® Programs that Will Help Students Realize Their College Dreams

» Grampas

Not all students can afford to pay for preparatory classes for the PSAT/NMSQT or SAT. Public schools can help level the playing field by offering college test-prep classes as elective courses and by incorporating PSAT/NMSQT and SAT prep into the regular English and mathematics curriculum. The presenter is a teacher at Flower Mound High School, which has an established record of helping students significantly raise their scores (32 NMSFs this year). The presenter shares how Flower Mound built and expanded a successful program that has helped hundreds of students maximize their PSAT/NMSQT and SAT potential, gaining admittance into colleges of their choice and earning hundreds of thousands of dollars in scholarships. During the session, the presenter outlines affordable resources (many are free), describes her school's college test-prep classes and team, and discusses ways to effectively implement PSAT/NMSQT and SAT practice in English and

C7. SpringBoard® 101 — Pre-AP for All Students

» Hoffman

SpringBoard is the foundational component for the College Board's College Readiness System™, offering a proven Pre-AP program that increases participation and prepares a greater diversity of students for success in AP, college and beyond — without remediation. Based on College Board Standards for College Success™ and aligned to the Common Core State Standards, SpringBoard offers the only integrated college readiness solution that includes a rigorous curriculum, formative assessments and sustainable professional development. This session will help answer questions such as the following: What is rigor? What does rigor look like in a classroom? How do we engage students in college-level course work starting in the sixth grade? Can you really provide Pre-AP for all students? How does this work with my student population? We'll look at lessons and participate in a sample activity, and you'll walk away with an understanding of the fundamentals of SpringBoard.

Presenter(s): Travis Goodwin, SpringBoard Program Specialist, The College Board

C8. Advanced Placement® English Content Program

» Ouachita

Reading and writing are crucial for understanding all genres of literature in school curricula. This session addresses how to practice analytical thinking skills with diverse populations and under the current challenges that make our classrooms exceptional. The content is designed to help teachers use component methods and create lesson strategies — based upon the College Board courses in AP English Language and Composition and AP English Literature and Composition — that can be delivered during class or outside of school hours. Teachers discover a calendar and process to help students succeed, including organizing study sessions from topics, creating structured tutorials and using writing prompts.

Presenter(s): Pat Sherbert, Director of English Programs, National Math and Science Initiative; Missye Tyler, Director of English Programs, National Math and Science Initiative

10–11:15 a.m.

D1. AP — Advantages from Students' Perspective

» Ouachita

When high school administrators attempt to emphasize the importance of Advanced Placement Program (AP) courses to their students, they tend to focus on two important points: the opportunity to attain college credit and the growing importance of AP courses in college admission decisions. Obviously, these benefits are incredibly important for a student's precollege experience, especially when it comes to making a final college choice. What tends to be overlooked, however, are the numerous benefits that AP courses can have on a student's actual college experience, specifically as it relates to academic engagement. This panel discussion features both current students and recent graduates who describe how their AP experiences set them up to be not only successful but also more academically engaged at their respective institutions. Topics covered include developing critical thinking and writing skills through AP courses; understanding how AP courses can help students find their interests within academia; realizing the three Ps of academic engagement within a major — preparation, persistence and, most important, passion; recognizing how many different disciplines contribute to an academic major (e.g., AP U.S. Government and Politics is only one of many courses that can prepare students for a political science major); and developing interdisciplinary interests outside of the major.

Panelists: Noah Pittman, Collierville High School graduate from Memphis, Tenn., currently a doctoral student at the University of Arkansas; Rani Achhireddy, Broken Arrow High School graduate from Tulsa, Okla., currently a master's degree student at the University of Arkansas; Juan Rios, Mountain Home High School student from Mountain Home, Ark., currently an undergraduate student at the University of Arkansas

D2. Thinking Ahead — How to Prepare Your Students for the Challenges of AP

» Grampas

Houston Independent School District is committed to the idea that AP is for the prepared, not for the elite. Participants will learn how the district's commitment to the preparation of middle and high school students in math and ELA is getting students ready for the challenges of AP. The session will focus on why the district chose the College Board's SpringBoard curriculum to achieve increased participation in AP and prepare a greater diversity of students for success. The session will feature sharing of best practices, knowing what questions to ask and lessons learned.

Presenter(s): Esti Arriaga, AP/IB School Improvement Officer, Houston Independent School District

D3. Critical Role of Counselors in Helping Students Make Better Decisions

» Chicot

For many years, families have been confounded by how much it really costs to send their children to college. If they look just at the sticker price, many families rule out private institutions or even college altogether. If they look at the expenses after financial aid has been subtracted, they may still underestimate the real cost because disproportionately high self-help amounts can create the appearance of affordability but often result in serious debt. Low-income and first-generation college students in particular have been affected by confusing and contradictory information because they often have to navigate the tricky waters of financial aid alone. Another element that can muddy those waters is the award letters colleges use to inform families of aid. These vary greatly between colleges; helping families understand the variances between the letters is critical. As of October 2011, it becomes easier to determine how much a family really has to pay because of the advent of Net Price Calculators (NPCs). However, as good a tool as it is, the NPC does not substitute for good guidance and mentoring by professional school counselors or college admission and financial aid staff members.

Panelists: Anne Walker, Director of Student Financial Services, Rice University; Thomas Melecki, Director, Office of Student Financial Services, The University of Texas at Austin; Marc Peterson, Executive Director of Enrollment Services & Financial Aid, Southern Methodist University

D4. Introducing a New Comprehensive College Planning Website

» White Oak

This session presents a new student-centered online college planning resource created by the College Board in collaboration with the Education Conservancy. The site offers a comprehensive and innovative experience that helps all students aspire to, find, connect with and enroll in the college that sets them on the path for success in life. Through the presentation of site features and content, participants learn about new tools created to help students and counselors more easily search for colleges. Participants also discover interactive features to help overcome major college obstacles, such as financial concerns. Participants are encouraged to provide feedback on the site throughout the presentation and discuss how they might use the site in their school or institution.

Presenter(s): Roy Ben-Yoseph, Executive Director of Digital Products, The College Board

D5. District Partnership to Improve College Readiness

» Manning

School districts across the nation, especially large urban districts, face the challenge of preparing all students for the demands of college. The urgent need to improve our nation's schools demands an aggressive response, and to address this need, the College Readiness System, a division of the College Board, has launched the District Partnerships program. One of the few national programs of its kind, this partnership combines the ongoing work of individual school districts with the expertise and broader resources of a leading provider of content, professional development and college readiness assessments. In this session, participants will review the program's development and its past experiences and will discuss best practices for districts that want to implement a customized three- to five-year road map, from diagnostic analysis or moving directly to professional development in order to attain improved college readiness for all students.

Presenter(s): **R. Daniel Cunningham Jr.**, Executive Director of EXCEerator Solutions, The College Board

D6. Tips from Public University Admission Officers

» Conway

This session explores key issues surrounding the admission process at large public universities. Presenters offer advice and valuable insights for counselors on a variety of timely admission topics including selectivity, standardized test scores, letters of recommendation, campus and alumni interviews, high school ranking and grading systems, and holistic review.

Presenter(s): **Jeff Fuller**, Director of Student Recruitment, University of Houston; **Jeremy Dickerson**, Associate Director of Admission, University of Arkansas; **Stephanie Anderson**, Assistant Vice President for Enrollment, Texas State University; **Troy Johnson**, Vice Provost for Enrollment Management, University of North Texas

D7. AP Developments, Updates and Future Directions

» Harris Brake

Join College Board staff members for a discussion about future developments in AP that are designed to help educators provide enhanced opportunities to their students. Participants learn about plans to increase support for AP teachers and students, as well as forthcoming enhancements to AP courses and exams.

Presenter(s): **Steve Colón**, Executive Director, Strategy, AP Program, The College Board

11:30 a.m.–1 p.m.

Investing in Education

Awards Luncheon and Business Meeting

» **Salon B and C**

Please join your fellow regional forum attendees for lunch, the Southwestern Region Business Meeting and the presentation of awards recognizing your colleagues in the Southwest.

Business Meeting Agenda

I. Call to Order

II. Approval of Minutes

III. Reports

- a. Trustees, Frank B. Ashley III and Paul Weaver
- b. Academic Assembly, Deborah George
- c. Guidance and Admission Assembly, Nan Davis
- d. College Scholarship Service Assembly, Stephanie J. Anderson

IV. Old Business

V. New Business

VI. Announcements/Recognition

VII. Adjournment

Presentation of Southwestern Regional Awards

Recognition of the winner of the 2012 Bob Costas Grant for the Teaching of Writing

Presentation of SpringBoard Demonstration School Award

Presentation of CollegeKeys Compact Innovation Award Winners

Welcome New Members

Please join us in recognizing the following institutions recently voted into membership at the 2011 College Board Forum.

Arch Ford Education Service Cooperative
Plumerville, Arkansas

Art Institute of San Antonio
San Antonio, Texas

Ball High School
Galveston, Texas

Beebe High School
Beebe, Arkansas

Caddo Kiowa Technology Center
Fort Cobb, Oklahoma

Camden Fairview High School
Camden, Arkansas

City Center Health Careers
San Antonio, Texas

Coram Deo Academy
Flower Mound, Texas

Cosmos Foundation/Harmony Public Schools
Houston, Texas

Dawson Education Cooperative
Arkadelphia, Arkansas

Dover High School
Dover, Arkansas

Empowerment College Preparatory High School
Houston, Texas

Gateway Academy-Townlake
Laredo, Texas

Gateway Tech High School
Georgetown, Texas

Glenda Dawson High School
Pearland, Texas

Hardin-Jefferson High School
Sour Lake, Texas

Independent Colleges and
Universities of Texas Foundation
Austin, Texas

Irma Lerma Rangel Young Women's
Leadership School
Dallas, Texas

KIPP Austin Collegiate
Austin, Texas

KIPP University Prep High School
San Antonio, Texas

Latexo High School
Latexo, Texas

Laying the Foundation, Inc.
Dallas, Texas

Marion School District
Marion, Arkansas

Northwest Independent School District
Fort Worth, Texas

Oklahoma Department of Career
and Technology Education
Stillwater, Oklahoma

Pearland Independent School District
Pearland, Texas

Region One Education Service Center
Edinburg, Texas

Sherman High School
Sherman, Texas

Southwest High School
San Antonio, Texas

Timber Creek High School
Fort Worth, Texas

Trinity School
Midland, Texas

Universidad Autonoma De Nuevo Leon
San Nicolas de Los Garza, Mexico

Uvalde Consolidated Independent
School District
Uvalde, Texas

Uvalde High School
Uvalde, Texas

Vandegrift High School
Austin, Texas

William J. Brennan High School
San Antonio, Texas

The Woodlands Preparatory School
Tomball, Texas

W.T. Hall Center for Education
Houston, Texas

1:15–2:30 p.m.**E1. Admission in the 21st Century Project**» **Chicot**

This session discusses the results and implications of the Phase II Admission Complexity Report. It reviews the overall project's goals and scope, including the Phase I schedule of work and research. The presenter explains the differences between the two phases and the reasons for their separation. During the session there is a strong focus on the results of the Phase II effort — specifically the key findings from low-income and first-generation students' responses to a telephone survey. Aspects of the process that were considered complicated or complex are identified. The critical effects these aspects had in contributing to the rate of low-income students giving up on the college application process are discussed. Participants explore responses to the findings and develop intervention strategies for school counselors, as well as college admission and financial aid officers.

Presenter(s): **Bradley J. Quin**, Executive Director, Higher Education Advocacy & Special Initiatives, The College Board

E2. AP Developments, Updates and Future Directions» **Conway**

Join College Board staff members for a discussion about future developments in AP that are designed to help educators provide enhanced opportunities to their students. Participants learn about plans to increase support for AP teachers and students, as well as forthcoming enhancements to AP courses and exams.

Presenter(s): **Steve Colón**, Executive Director, Strategy, AP Program, The College Board

E3. College Readiness for All Students: A Leadership Team Approach» **White Oak**

This session focuses on the important role principals, administrators and other school leaders provide in establishing and maintaining a college-going culture. Administrators are given specific strategies to increase minority participation, transform the attitudes and skills of teachers, and educate parents and the community in support of student success. Participants review data that supports the implementation of effective strategies that include high expectations for all students and a collaborative climate for teachers. An emphasis is given to building an AP Program for a diverse student population. In addition, a series of proven strategies for recruitment and retention of students,

assessment of student work and implementation of a systemic academic support structure are discussed.

Presenter(s): **Gerardo Marquez**, Principal, Brennan High School; and **Margaret Greff**, Academic Dean, Brennan High School

E4. Educational Experience of Young Men of Color» **Harris Brake**

It is becoming increasingly clear that boys, and particularly boys of color, are falling behind in education attainment. Yet, if President Obama's goal of making the United States #1 in degree completion by 2020 is to be achieved, then we will need to ensure that larger percentages of our students succeed. This session will outline the challenges facing young men of color, including low high school graduation rates, low college enrollment rates and high incarceration rates. We will also show how and why many of these students are succeeding.

Presenter(s): **Victor Saenz**, Professor, The University of Texas at Austin; **John Lee**, Policy Director, The College Board; **Ron Williams**, Vice President, The College Board

E5. Improving Outcomes: Building Collaborations from Middle School to High School» **Grampas**

The College Readiness Pathway is a series of assessments that includes ReadStep, PSAT/NMSQT and SAT. The data and resources provided by these assessments help schools and districts make targeted interventions and address skill gaps from middle school through high school. The session helps participants develop best practices for using performance data, along with tools such as Skills Insight™ and the Summary of Answers and Skills, to improve instruction and learning outcomes throughout a student's secondary school career. Panelists share strategies for making early interventions and building collaboration among middle school and high school educators. Participants learn how to use the data and resources to make targeted skill interventions and help all students graduate from high school ready for college-level work. Participants also develop strategies for building collaboration among educators to ensure vertical alignment of instruction and remediation efforts.

Presenter(s): **Glenn Milewski**, Executive Director, PSAT/NMSQT, The College Board; **School District Representatives**

E6. Legislative Update — Spotlight on the Southwestern Region» **Hoffman**

Join this session to learn more about how recent legislative changes impact you. You will also learn about the current political and legislative landscape across the region. Discover the role of the College Board in these efforts and how you can participate and become involved.

Presenter(s): **Michelle Arnold**, Director, State Government Relations, Southwestern Region, The College Board

E7. The Simpler FAFSA: Implications for Equity» **Manning**

To reduce the complexity of the federal student aid system and hopefully increase college participation and success, the Obama administration has simplified the application process. It has proposed removing the majority of the income questions and asset information from the Free Application for Federal Student Aid (FAFSA). The College Board has partnered with five states to model the impact of the proposed changes on the distribution of state grants. The collaboration has considered: what these changes would mean for the equitable and efficient distribution of need-based grant funds by states and institutions; who will be helped or hurt by the reduction in eligibility data; and what can be done to minimize any negative consequences. Participants examine the results of the study; discuss national, state and institutional policy considerations and implications; and identify strategies to preserve equity in the awarding of need-based grants.

Presenter(s): **Anne Sturtevant**, Executive Director, Higher Education Initiatives, The College Board

2:45–4 p.m.**F1. College Readiness Now and in the Future**» **White Oak**

College going and college readiness are in the forefront of today's education conversations. AVID (Advancement Via Individual Determination) opens the doors of college for students from all walks of life, particularly for those who do not have college-going traditions. Going to college is only the first step. Schools need the infrastructure and support to better ensure that students not only go to college but also complete college. Creating a school culture complete with academic rigor and advocacy for all students is essential for college readiness now and in the future.

Presenter(s): **Wendell J. Brown**, AVID State Director, AVID Center

F2. From High School to College: The College Readiness Pathway

» Hoffman

The College Readiness Pathway is an integrated series of assessments designed to ensure that every student graduates from high school prepared for success in college and beyond. Aligned to state and federal standards, the College Readiness Pathway is connected to a portfolio of support tools and programs that the College Board offers to maximize students' readiness for college and beyond.

Presenter(s): Barbary Keith, Senior Director, The College Board; Joshua Romberg, Educational Manager, K–12 Services, The College Board

F3. Let Go of the Fruit! Best Practices for Today's Students

» Grampas

Did you know monkeys can be trapped by filling barrels with bananas and cutting a hole in the side? The monkeys reach in and grab bananas, but they won't let go. They can't get their arms out and become stuck. We as teachers often become overly attached to the "way we have always done it," instead of embracing the different methods available to us to inspire and inform instruction. Melanie Mayer, classroom teacher and author of *Two Roads Diverged and I Took Both: Meaningful Writing Instruction in an Age of Testing* presents research-based best practices for stepping out of the barrel in ELA instruction. This humorous, inspiring and interactive session provides current research-based activities that include using classroom reading in multiple styles and genres to inform and inspire student writing. The session also addresses meaningful grammar instruction and the use of social interaction during the writing process.

Presenter(s): Melanie Mayer, College Readiness Coordinator, Teacher, Port Aransas High School

F4. Step One: Find the Funding — Growing Your College Readiness Culture Through College Board Partnerships and Federal Funding

» Chicot

Competing for educational funding has become a more common practice, particularly as local and state educational entities experience the effects of economic recession. The College Board has recognized the need its constituents have for additional assistance when applying for competitive grants. In this session, participants will learn about how the Outreach Team collaborates with districts, institutions of higher education, state agencies and community partners to provide grant-related services in support of federal and state applications. Also, participants will hear the story of how one school district developed a competitive grant and how, when won, the application narrative is executed by

the College Board management staff. The Advanced Placement Incentive Program (APIP) provided an excellent opportunity for El Paso Independent School District not only to compete for funds but also to utilize an exciting new service the College Board provides for its constituents. Participants will also come away with information on how they can engage with the College Board in such a way.

Presenter(s): James K. Lindsay, Director, State and District Strategy and Outreach, The College Board; Joshua Romberg, Educational Manager, The College Board; Mary Ann Clark, Director, Advanced Academics, El Paso Independent School District

F5. The National School Counselor Survey: A Voice of School Counselors

» Harris Brake

Results of the first College Board Advocacy & Policy Center National School Counselor Survey are shared and discussed. A panel of school counseling leaders shares their views on important issues raised by the survey. Panel members respond to the findings, highlighting the implications for school counseling training, practice, the College Completion Agenda and the K–12 student college-preparation pipeline. Participants have an opportunity to engage in a discussion regarding the findings, explore the impact these findings have on school counseling today, and develop solutions for getting all students college and career ready.

Presenter(s): Jennifer Dunn, Director, School Counseling, Advocacy, The College Board; April Bell, Associate Director, School Counseling, Advocacy, The College Board

F6. Tips from Public and Private University Financial Aid Officers

» Conway

This session explores key issues surrounding the financial aid process at public and private universities. Presenters offer advice and valuable insights for counselors on a variety of timely financial aid topics.

Presenter(s): Kris Burford, Director of Financial Aid, Hendrix College; David Page, Vice President for Enrollment & Director of Financial Aid, Philander Smith College; Joe Pettibon, Associate Provost for Academic Services, Texas A&M University

F7. Writing Across the Curriculum

» Manning

College students are challenged to think and write across disciplinary boundaries in order to address the problems of the 21st century. Writing across the curriculum develops critical thinking, evaluation, interpretation and analytical skills that serve them well in their college careers and beyond. The presenters demonstrate how to develop the skills

and habits of mind in historical thinking that are key to success. Teachers and administrators learn what the expectations are in the high school AP history classes and in college history and humanities courses. Topics covered include constructing and evaluating arguments; using evidence to support an argument; utilizing documents and other primary data; developing the skills to analyze point of view and context; understanding a diversity of interpretations; seeing global patterns and processes over time; exploring the relevance of history to contemporary developments; and creating partnerships in communities and across disciplines.

Presenter(s): Robert C. McMath, Dean, Honors College and Professor of History, University of Arkansas; Christine Bond Curtwright, AP U.S. History and World History Teacher, Edmond Memorial High School

F8. International Recruiting: Fishing in a Flat World

» Ouachita

Changes in the global economy have grown the pool of students studying outside their home country. While East Asia has contributed significantly to the growth in international students, opportunities for U.S. universities in the Midwest, Middle States, New England, West and Southwest to attract talented students extend far beyond the Pacific Rim. In this session, participants will examine the latest data and identify resources related to international student mobility and recruitment. With seasoned international admission professionals, participants will discuss best practices for recruiting, admitting and enrolling foreign students. In addition, participants will also discuss the challenges students face when applying to U.S. colleges and universities. From these conversations, participants will develop effective approaches for reaching out to these ambitious, diverse populations of students.

Panelists: Amy Kice, Director of International Admission, St. Edward's University; Nelson Delgado, Acting Director of Admission, St. Mary's University

Moderator: College Board International Staff

Richard A. Middleton

Regional Vice President

Cindy Ashby

Senior Director, Regional Operations

Barbara L. Baylor

Assistant Director,
Professional Development and Operations

Chadd Bridwell

Senior Educational Manager,
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Ellen Jacobs

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Annie Park

Regional Associate, K–12 Services

Debbie Pennington

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Ismael Rodriguez Jr.

Educational Manager, K–12 Services

Joshua Romberg

Educational Manager, K–12 Services

Jill Schott

Senior Educational Manager, K–12 Services

Marilyn Shelton

Executive Assistant to Regional Vice President

Lana Sveda

Educational Manager, K–12 Services

Kay Wilson

Senior Educational Manager, K–12 Services

Notes

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CEU Attendance Form

In order to receive continuing education units (CEUs) for your participation in the Southwestern Regional Forum 2012 sessions, follow these instructions:

At the end of each eligible session you attend, have the designated College Board staff person stamp or attach a sticker to your worksheet before you leave the room. After the forum, total your hours, and either drop off your completed and signed worksheet at the registration desk, fax it to 512-721-1841, or mail it to Regional Forum CEUs, The College Board, 4330 Gaines Ranch Loop, Suite 200, Austin, TX 78735-6735. Your certificate will be mailed to you at the address you indicate below. Please provide all information.

Name: _____ Home Phone: _____

Institution: _____ Home Address: _____

School Address: _____ Home City, State, ZIP: _____

School City, State, ZIP: _____ Email: _____

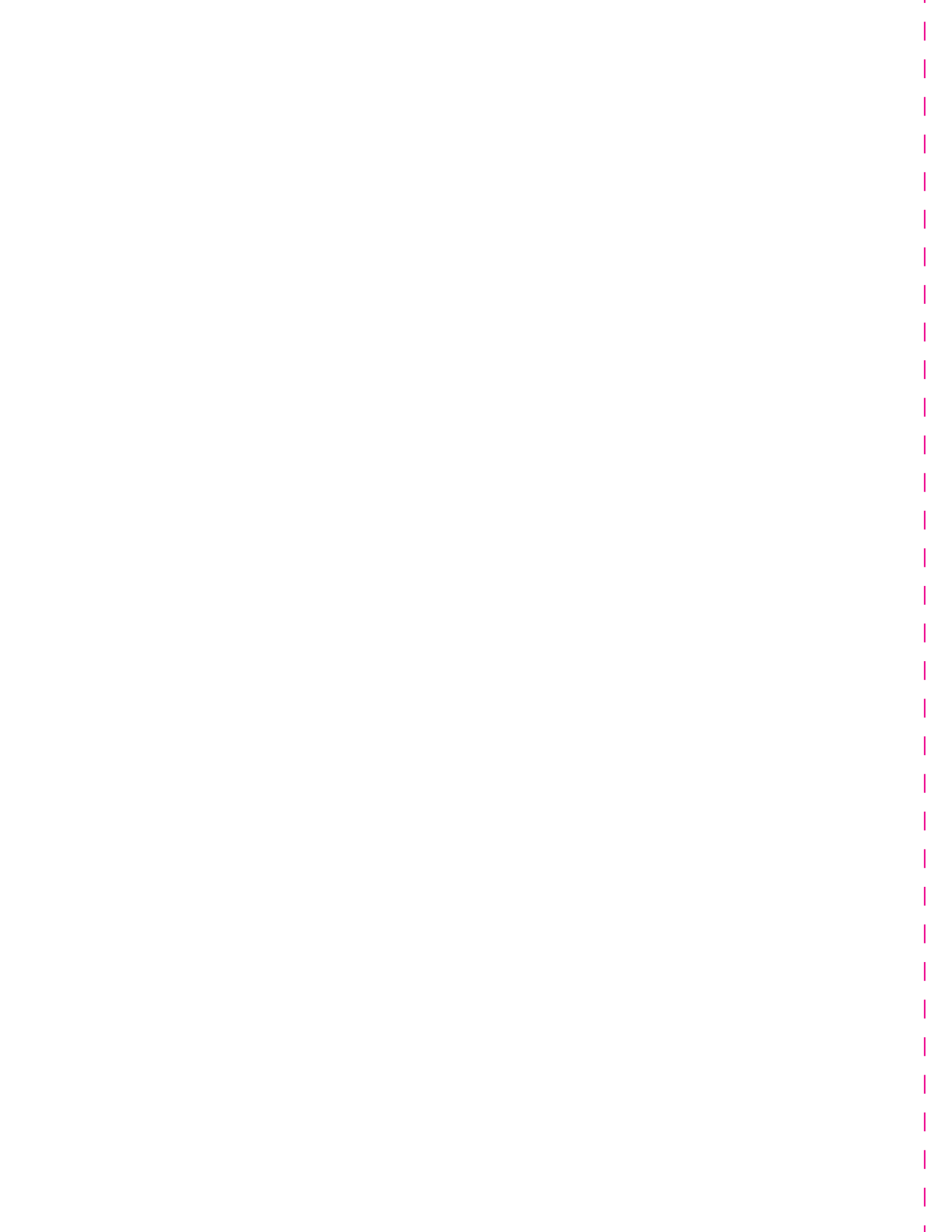
Signature: _____ Mail my certificate to ☐ School ☐ Home

Plenary sessions, meals, membership meetings and assemblies are not eligible for CEU credit.

Additional workshops not eligible for CEU credit will be noted in the program.

Thursday, Feb. 2, 2012	Session Name	Hours	CB Stamp/Sticker
10:30–11:45 a.m.		1.25	
3:15–4:30 p.m.		1.25	
Friday, Feb. 3, 2012	Session Name	Hours	CB Stamp/Sticker
8:30–9:45 a.m.		1.25	
10–11:15 a.m.		1.25	
1:15–2:30 p.m.		1.25	
2:45–4 p.m.		1.25	
Total hours completed			

**Important: This form must be validated at the end of each session, in the session room.
We will not be able to validate this form at any other time.**





To College and Beyond

The College Board's singular goal is to ensure that students from all backgrounds have the opportunity to prepare for, connect to and succeed in college.

Through programs, services, research and advocacy, we continue to serve as steadfast champions of equity and excellence in education.

Because an investment in education is an investment in the future.

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Contact us at **866-392-3017** or **southwestern@collegeboard.org** to learn more.

Become a Member and Get Involved:

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Get Involved: <http://membership.collegeboard.org/get-involved>



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AP Annual Conference 2012

Walt Disney World Swan and Dolphin
Lake Buena Vista, Fla.
July 18–22, 2012

Forum 2012

Fontainebleau Miami Beach Hotel
Miami, Fla.
Oct. 24–26, 2012

2013 Southwestern Regional Forum

Dallas, Texas
Jan. 30–Feb. 1, 2013

Asian American and Pacific Islander (AAPI) Summit: Educating and Engaging AAPI Students

The Westin Bonaventure Hotel & Suites
Los Angeles, CA
April 25, 2012

A Dream Deferred: The Future of African American Education The Westin Bonaventure Hotel & Suites

Los Angeles, CA
April 26–27, 2012

The Native American Student Advocacy Institute (NASAI)

The University of California, Los Angeles
Los Angeles, CA
May 22–23, 2012

Prepárate: Educating Latinos for the Future of America

Hyatt Regency Miami
Miami, FL
May 31–June 1, 2012



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